

Subject Line: Limited time--50% off Restaurateur Conference & Trade Show tickets

## How can we help you?

Dear (Owner's Name),

While creating your family's favourite recipes, you are constantly looking for ways to become more efficient and competitive. Your kitchen requires a layout that can easily be rearranged, but those heavy coolers don't help.

Chill-o-Matic Inc. will be at the *Restaurateur Conference & Trade Show*. Come see how we can ease your concerns and help you find solutions while keeping your expenses to a minimum. We'll even offer you **50% off** the ticket price! But hurry, the offer is valid until this Sunday only. Click the link below to order.

At the Chill-o-Matic exhibit booth, we'll be showcasing the **LBR** (Light, Bright, and Reliable) **Cooler**:

- On rollers -- easily moveable by two people.
- 28.2% less expensive\* than the leading comparable cooler model -- reconfigure your kitchen/restaurant quickly and inexpensively.
- Energy-efficient -- considerable savings since they run 24 hrs/day.
- Full glass door, condensation-free -- for inviting food displays.
- Nine standard sizes -- fitting easily in many places.

[Click Here](#) to order your *Trade Show* tickets at half-price!

I'm looking forward to meet you at booth #45.

J. Akinson  
Marketing Director  
Chill-O-Matic Inc.

\*(LR Brown & Associates marketing research)